

ABSTRACT

RESEARCH PAPER: Ball State Child Study Center Media Strategy: Relating to Millennial Parents

STUDENT: Tierney Edon

DEGREE: Master of Arts

COLLEGE: College of Communication, Information, and Media

DATE: May, 2015

PAGES: 39

This creative project has developed a media strategy for the Ball State Child Study Center based on research that explored the impact of parental involvement in schools as well as millennial parents' needs. Child care center websites are a developing feature of child care facilities to provide digital communication methods for parents. This study is based on Grunig & Hunt's two-way symmetrical model and Epstein's Model for Parental Involvement. A WordPress Blog, Facebook account, and Twitter account were created for the Ball State Child Study Center. Through this media strategy, parents are encouraged to interact rather than observe as well as participate in the way they choose.